



Monthly
Bulletin

Michigan
Society of
Architects

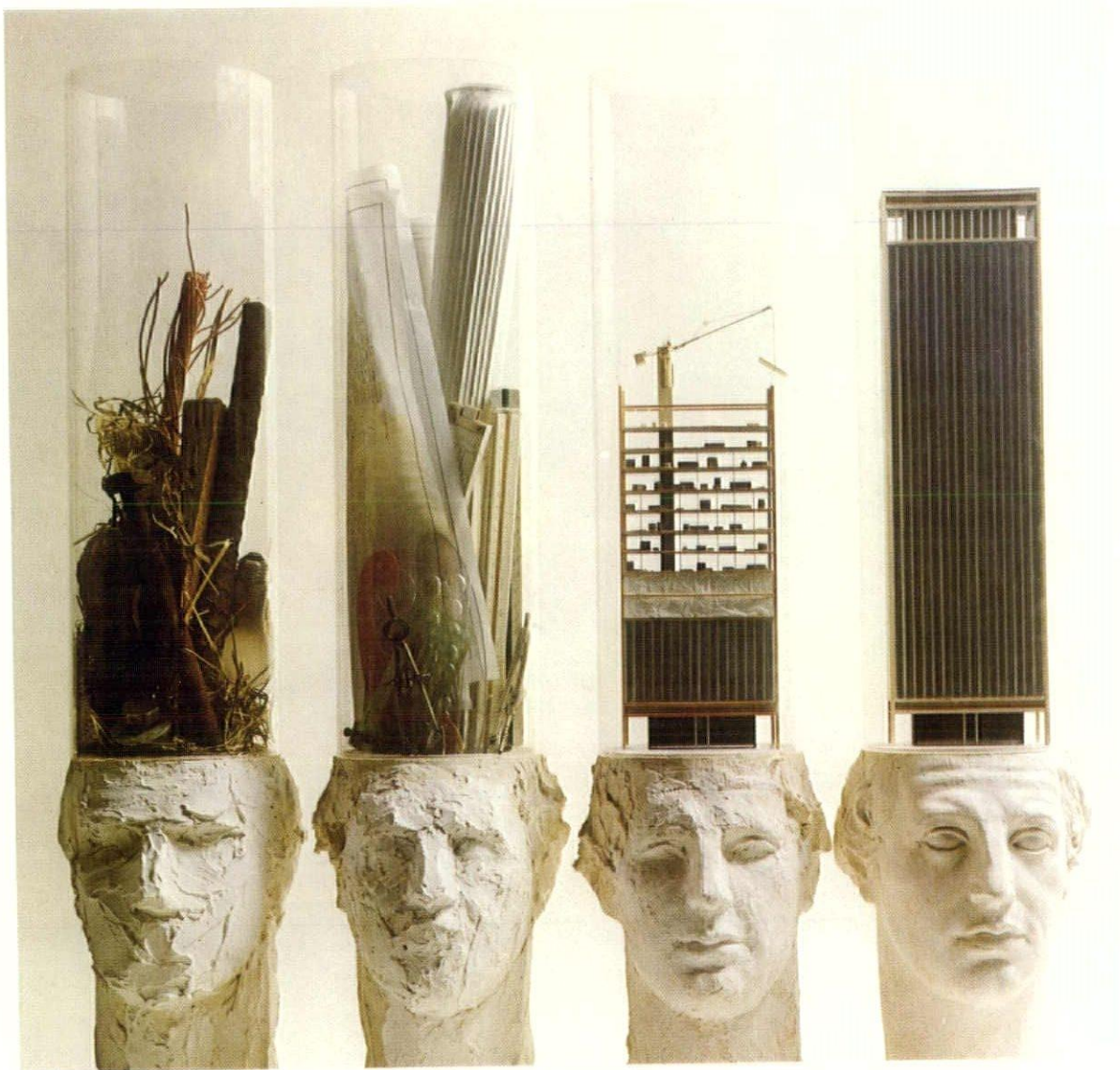
July 1975
\$1.00

Editor
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Washington, D.C. 20036

Mid-Summer Conference
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Mid-Summer Conference

Mid-Summer Conference

Mackinac Island, August 7, 8, 9, 1975
The Grand Hotel - The Grand Hotel



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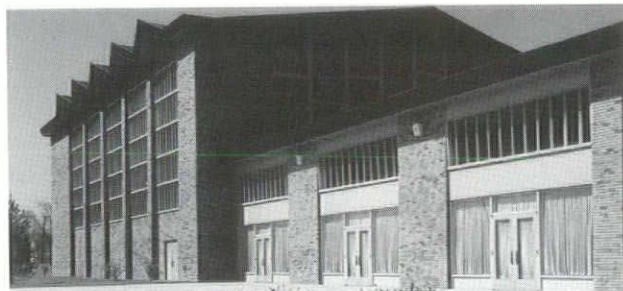
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Monthly Bulletin

Vol. 50 No. 7
July, 1975

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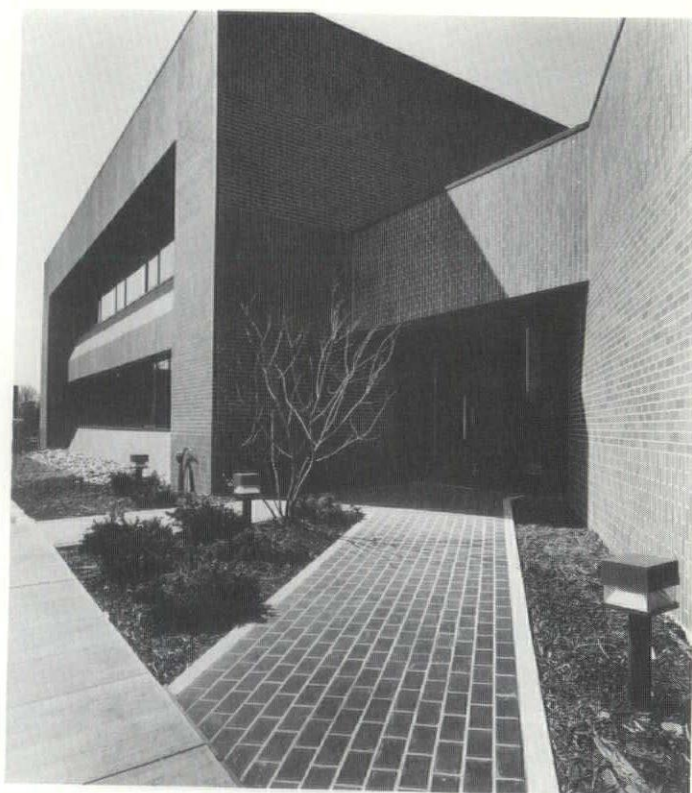
WBDC Faces the Grand

Paul D. Bowers, Jr., AIA

Since 1970, when Grand Rapids began to realize that its back had been to the Grand River over the last few decades, Wold, Bowers, DeShane, Covert, Architects, Engineers and Planners, began to actively search for a site for a new corporate headquarters. Because the banks of the river were typically closely-lined with brick masonry factory buildings, even we did not fully appreciate the Grand as an important natural asset.

In 1970 several situations converged: First, we were commissioned by Grand Rapids, along with Johnson, Johnson & Roy of Ann Arbor, to prepare a master plan for the development of the Grand River and its immediate environs in the downtown area; Second, the environmentalists brought pollution to the citizens' attention and water pollution in the Grand abated; Third, several factories and warehouses along the river were torn down, awakening the imagination to possibilities of development; Fourth, our firm reached a size of 50 people, severely crowding our rented office facilities.

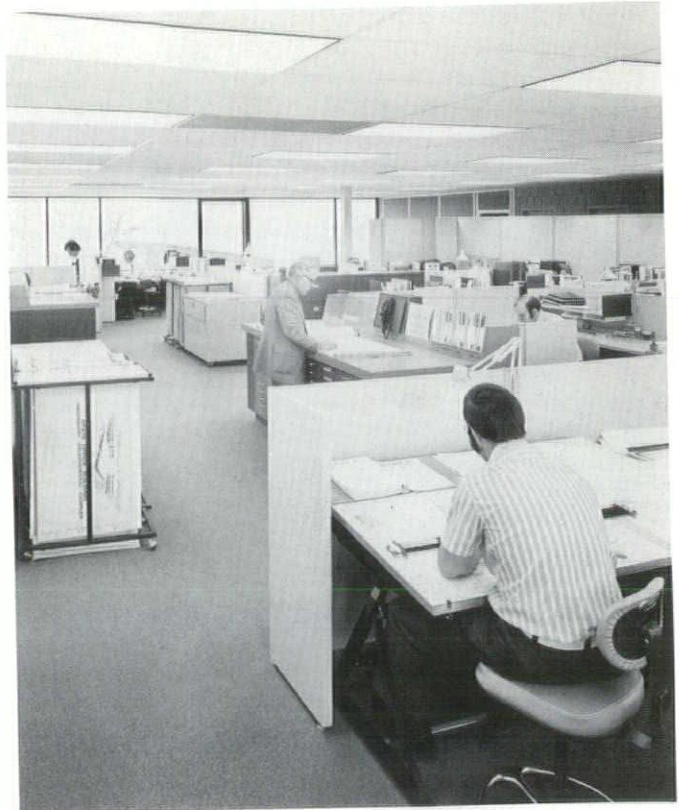
While many firms, both manufacturing and professional, were moving to the suburbs and quiet wooded sites, we were convinced that the city and its river had great possibilities; therefore we committed ourselves to finding a riverbank site. Also, it was our intent to support the city, and not turn our backs on it. Our site program called for easy access to the freeway system, since our



WBDC Faces the Grand

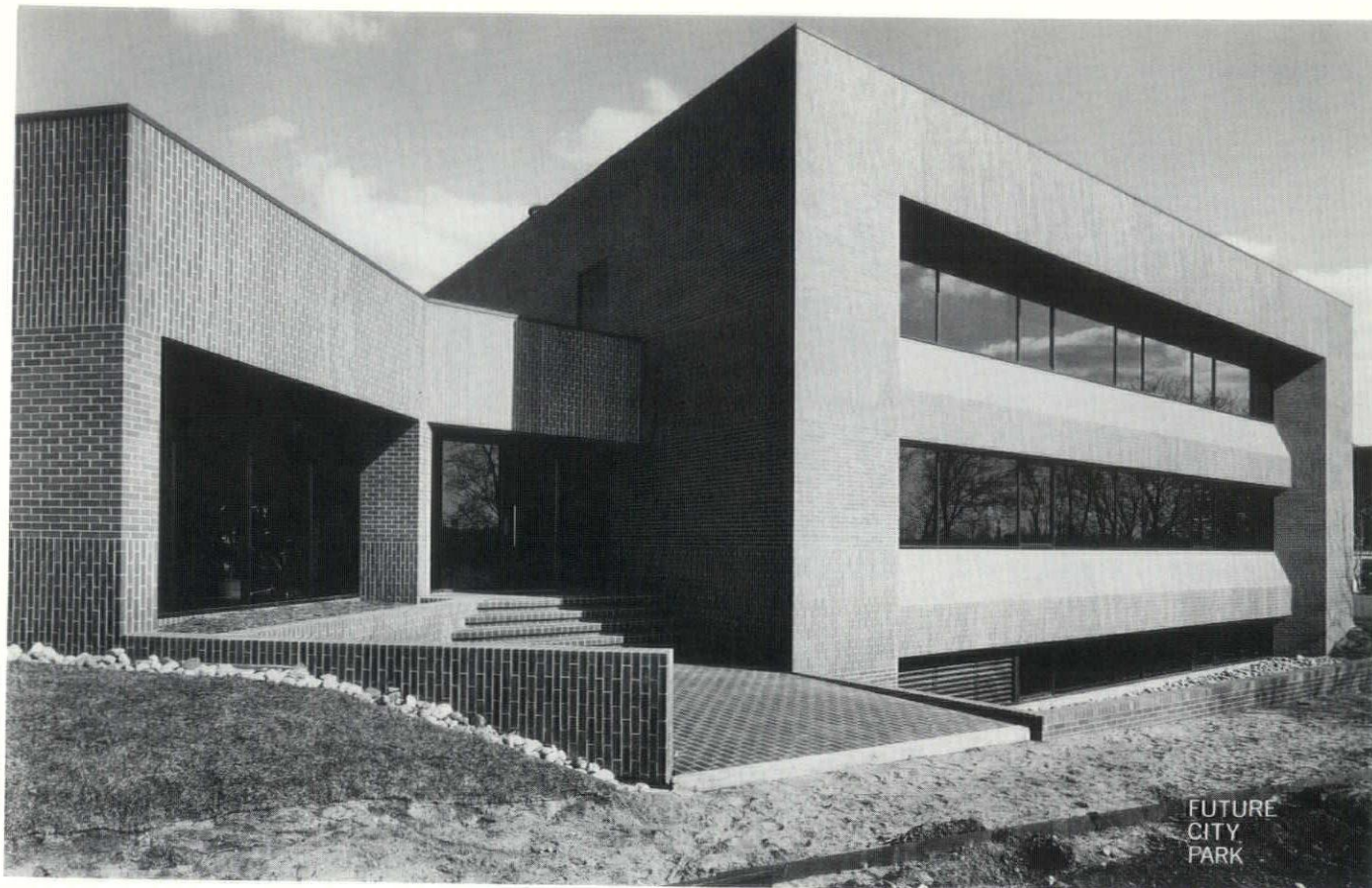
employees and our projects were spread over Western Michigan. Because of an unfortunate experience in our rental building, we wanted parking for all employees and visitors on the site. In addition the site had to be on the Grand River, preferably downtown. For three years we were thwarted because sites were unsuitable, small and expensive or the traffic conditions were too complex. In 1973 we abandoned the search for downtown sites and focused on an area immediately north of downtown, a light industrial area that was beginning to change in character. The city had purchased a railroad right-of-way on the riverbank in this area for a strip park, pedestrian-bicycle trail. The officers of our company jointly "discovered" the Kaastra wood pile at the east end of the newly-constructed Ann Street Bridge during a lunch-time exploration project. It really took some imagination to picture an office on this site. It was low, covered with debris and firewood from a decade of Kaastra's wood sales, and adjacent to an abandoned gas station. It did, however, meet all our programmed requirements for a site and was adjacent to the proposed riverbank strip park. We optioned the site, applied for rezoning, and eventually purchased it.

It is always of interest to me, how a multi-disciplined firm handles the design of its own building. While our design process took longer than for an outside client, it represented a true team effort of the directors and employees, acting as both client and architect. Frank Covert and I prepared a program during the option period. The site dictated a two or three story building because of the land coverage required for parking; the transitional area dictated a bold architectural statement;



and the directors dictated an open, flexible office with no private offices - a continuation of our philosophy from the firm's beginning in 1960. The only enclosed areas were to be public and working conference rooms, and noise-generating areas such as the secretarial pool and bookkeeping. From this program I prepared a schematic plan and elevations for rezoning. Bob Wold suggested that the building be "flopped" 180 degrees, providing better visitor circulation, but weakening the view





down-river from public and conference areas. Vern Ohlman further articulated the exterior and strengthened the view down-river by angling the conference room. Frank Covert studied the interior processes and planned the partitions and equipment, and aided by Paul Hahka, developed the intricate brick detailing. Bud DeShane

and Ray Gordon advised on construction and acted as the "Devil's Advocate" to keep costs down. A truly team effort, participated in by both management and employees.

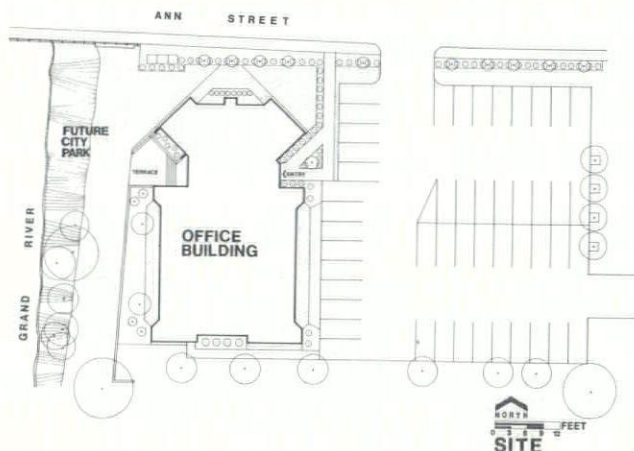
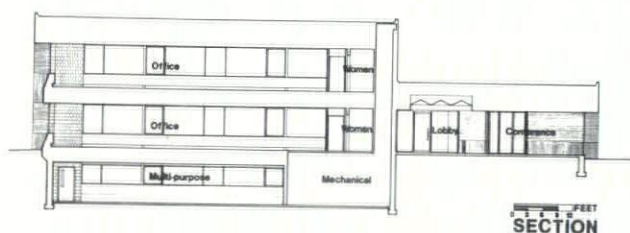
Property secured, rezoning accomplished, design completed, fast track construction of the building began in early winter of 1973 under the management of Professional C/M, Inc. Wold, Bowers, DeShane, Covert, Architects, Engineers and Planners, and Professional C/M, Inc. moved into their 15,000 square foot, three-story building in November, 1974.

Construction is unique - a completed steel frame for maximum flexibility. It is sheathed with prefabricated, insulated brick panels - both exterior and interior. The theme is brick throughout, used horizontally and vertically, and with many special shapes at corners and angles.

Interior spaces of the office are totally flexible. Movable partitions are used to create the various work areas, and any can be re-arranged as requirements change. Expansion space has been incorporated in the plan, as well as possible rental space for a tenant allied with the architectural and engineering business.

The leadership our firm has shown in the area has caused nearby buildings to be painted and spruced up and a neighboring owner has demolished the abandoned gas station and regraded the site for parking.

We consider our new quarters ideal; flexible, quiet, and efficient, minutes from downtown with easy access to the freeway system. We are enjoying the Grand with its changing moods, ice flows, floods and the animal and bird life it supports. Our employees agree wholeheartedly with the statement made by one, "We enjoy the office. It is a pleasure to come to work."





32nd Annual Mid-Summer Conference

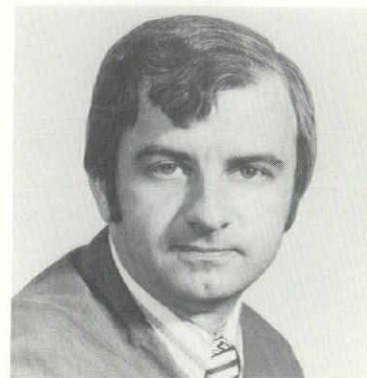
Grand Hotel - Mackinac Island, August 7, 8, 9, 1975



Robert B. Tower, AIA



James Kinville, AIA



Roger W. Boe, AIA

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Youth Activities	Dean & Joyce Davenport
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32nd Mid-Summer Conference Program

DAY	TIME	CHILDREN	YOUTH	ADULTS
Thursday	9:00 A.M. - 5:00 P.M.	MSA REGISTRATION/Main Lobby		
	12:00 Noon	LUNCHEON/Main Dining Room		
	2:00 P.M.			MSA Board of Directors Meeting
	6:00 P.M.	Coke Party Ice Breaker	Coke Party Organizational Planning Session/Prizes	Cocktail Reception Sponsor: Kaufmann Window & Door Corporation and Brasco Inc.
	7:00 P.M.	DINNER/Main Dining Room		
	Evening	FREE	FREE	FREE
Friday	9:00 A.M. - 5:00 P.M.	MSA REGISTRATION/Main Lobby		
	7:00 A.M. - 9:00 A.M.		Horseback Riding Riding Experience (Over 12 years old)	
	8:00 A.M. - 11:00 A.M.		Tennis Tournament	Tennis Tournament
	10:00 A.M.	Lawn Games/ Prizes	Free Time	MSA Business Meeting All MSA Members to attend/Door Prizes Ladies Coffee Hour/ Prizes
	12:00 Noon	LUNCHEON/Main Dining Room		
	1:30 P.M.	Fort Tour	Fort Tour Volleyball Jr. Golf & Tennis Tournaments	Golf & Horseshoe Tournaments
	6:00 P.M.	Coke Party Get Acquainted Prizes	Coke Party Prizes	Cocktail Reception Sponsors: Plumbing & Heating Industry of Detroit, Inc. & The Michigan Plumbing & Mechanical Contractors Association
	7:00 P.M.	DINNER/Main Dining Room		
	8:30 P.M.	Cartoons		
	9:00 P.M.		Mid-Summer Derby Time (Horseracing)	
Saturday	9:00 A.M. - 12:00 Noon	MSA REGISTRATION/Main Lobby		
	8:00 A.M. - 9:00 A.M.			MSA Breakfast with Almon Durkee, AIA, "The State Building Program"
	9:00 A.M. - 12:00 Noon		Tennis Tournament	Tennis Tournament
	10:00 A.M.	Dray Ride Bike Hike (supervised) 8 yrs. & Older	Volley Ball Jr. Golf & Tennis	Golf & Horseshoe Tournaments
	12:00 Noon	LUNCHEON/Main Dining Room		
	1:30 P.M. Afternoon	FREE	FREE	FREE
	6:00 P.M.	Coke Party/Awards Bingo Games	Coke Party Prizes	Cocktail Reception Sponsor: Great Lakes Fabricators & Erectors
	7:00 P.M.	DINNER/Main Dining Room		
	9:00 P.M.	Movie	Mystery Hunt & Pizza	Gourmet Dessert Buffet Champagne - Served by the Grand Hotel - Sponsored by the 32nd Mid-Summer Conference Committee/Entertainment & Dancing

Parents must sign the Parent Consent Agreement for their children to participate in the activities of the MSA 1975 Mid-Summer Conference, August 7, 8, 9, 1975.

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32nd Annual MSA Mid-Summer Conference
Grand Hotel, Mackinac Island
August 7, 8, 9, 1975

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Telephone _____ Chapter _____

Affiliation AIA Corporate _____ AIA Assoc. _____ Producers Council _____
 Prof. Assoc. _____ Associate _____ Builders Exchange _____
 Prof. Affil. _____ Honorary _____ Other _____

Wife's Name (if attending Conference) _____

Children (if attending Conference) Name	Age	M/F

Registration

\$30.00 Individual, \$35.00 Families (with children under 18). Wives are guests and do not pay registration fee. (\$30.00 for Married Children.)
Registration fee must accompany this application.

Mail To:

Ann Stacy
Executive Director
Michigan Society of Architects
28 West Adams
Detroit, Michigan 48226.

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Dress:

Sports wear acceptable in hotel and dining room until 6:00 P.M. After 6:00 P.M. men must wear jackets and ties, ladies wear dresses. Saturday evening: Ladies - long or short formal or cocktail dress; Men - tuxedo or business suit.

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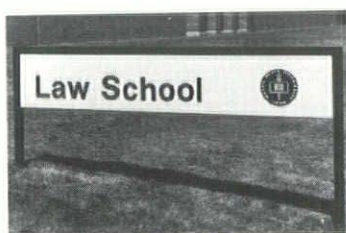
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MSA News

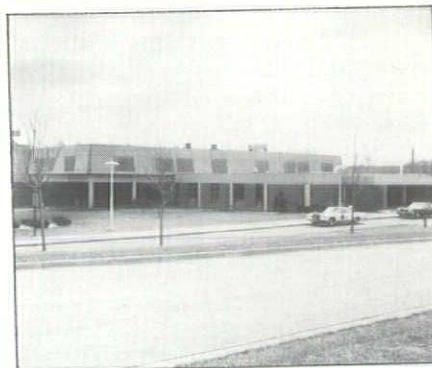
John Stevens Associates, Inc. Announces Plans to Relocate Downtown

John Stevens Associates, Inc.,
architects, engineers and planners,
announced today their firm's plans
to relocate their office and staff to a
downtown location. The firm has
purchased an existing building on
the corner of Larned Street and the
proposed new Beaubien Boulevard,
and contemplate an extensive
renovation to the exterior and
interior of the building. With an
excellent location just north of the
east entrance to Renaissance Center,
the architect's office will be centered
on what they believe will be the City's
most vital people-oriented boulevard
corridor connecting Renaissance
Center, Greektown and the Justice
Center.

The two-story masonry structure
at 511 East Larned is well over 100
years old, and Stevens' office has
confidence in its dramatic potential
for economical conversion to a
modern office structure. "The
challenge today is in making most
effective use of our resources,"
according to John Stevens, "this
directs innovative architects to con-
sider again the imaginative revitali-
zation potential of existing
structures. This type of approach
within a framework of strict cost
control really begins to make sense
both for owners and for cities."

"We had purchased suburban
property and were planning the
traditional 'move to the suburbs',"
explained Mr. Stevens, "however,
recent happenings suggest to us that
the east downtown area will become
an increasingly important focus of
economic and community vitality."
With the innovative ideas of their
staff, the Stevens' firm will create a
strikingly attractive and efficient
office structure from a building that
up to now hardly generated a second
glance. "The turn-around will be
dramatic indeed," said Mr. Stevens,
"we will be preserving the open

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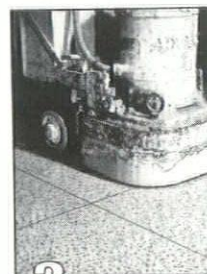
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corner as a landscaped sculpture entrance courtyard, a breezy green pause on the people-walk between Renaissance Center and Greentown."

Plans include an entire new facing on the existing old warehouse building. New entrances, windows and a completely up-to-date interior are to be included. Provision is even being made at this point for inclusion of a solar energy collector on the roof. Planning to occupy 75% of the building when complete, the Stevens firm indicated that professional offices will occupy the remaining space.

John Stevens Associates, Inc., is a well-known architectural-engineering firm specializing in industrial, commercial and institutional work. Recent projects include the Sentinel Center, the Eastern Market Redevelopment, numerous banks, credit unions, nursing homes and industrial projects in Michigan and the Midwest. The firm recently completed the design for a large multi-structure apartment complex in Brussels, Belgium.

New "Guidelines" Foster Improved Communications

"Getting it together" is an often-heard phrase nowadays. How many times have you heard the following expression (or said it yourself?):

"Why can't those guys stick to some common groundrules? I wish they'd 'get it together' and use some language that we could all understand. If that could be accomplished, then we wouldn't have so much in-fighting within the industry, and, our projects would be constructed more economically."

Recognizing the resultant confusion from a rapidly-growing and highly technical construction industry, the Construction Industry Council of Southeastern Michigan in an effort to 'get the local building industry together,' will soon be distributing complimentary copies of its newly-published "Guidelines for the Construction Industry" to architects and engineers in our area. The "Guidelines" will also be made available, at cost, to others in the Southeastern Michigan construction industry.

The "Guidelines" seek to bring about a uniformity of approach to

construction industry practices in the Southeastern Michigan Construction industry. The "Guidelines" represent the "best thinking" of construction industry leaders in Southeastern Michigan. The new publication has the endorsement of The American Institute of Architects, Detroit Chapter; Consulting Engineers Council of Michigan; Construction Specifications Institute, Detroit Chapter; Associated General Contractors of America, Detroit Chapter, Inc.; Metropolitan Detroit Plumbing & Mechanical Contractors Association; and the National Electrical Contractors Association, Southeastern Michigan Chapter.

The purpose of the Construction Industry Council of Southeastern Michigan is to enable all segments of the local construction industry to better serve those working within the industry and the public, through improved communications, greater efficiency and economy in the construction process, and understanding of their mutual responsibilities and obligations.

The new "Guidelines" are a tangible result of the Council's ongoing effort to provide "localized" direction in Southeastern Michigan construction industry practices, and, to serve as a basis for the development of better relations within the industry — or, as it was said earlier, to help the Southeastern Michigan construction industry 'get it together' for the mutual benefit to all members of the building construction team.

For further information regarding the guidelines please call Frank Knapp at AGC (313) 341-4171.

Where's the Action?

In October it is going to be in Kalamazoo at the new Convention Center with the 60th Annual MSA Convention.

A program of "how-to" workshops and seminars are firmed up, the speakers committed, and the program is underway.

This is a working session to provide you with professional skills updating. The BIDS Program will be run on two separate days, this is the program on Thursday and Friday provided by the firm of Gaio Associates of Washington, D.C. This is a program especially tailored for

the Michigan Society of Architects at considerably lower fees than usual. This is a service to MSA members, take advantage of it.

During the three day meeting we will provide seminars on the following topics: New Business and Areas of Research, Public Relations, How to Win and Keep a Client, Cost Based Compensation, Construction Management, AIA Documents, National AIA Structure, Legal Cases for Architectural Firms, Pensions & Benefits, The State Architect on State Building Fees, Registration Act (Michigan), Historic Preservation and Professional Liability Insurance as well as several others. We realize

that no one member can attend all of these seminars and we encourage you to bring a partner or another member of your staff to attend those sessions of interest. This too is a service of the MSA.

During the convention exhibit hall hours you will have an opportunity to meet the exhibitors and to renew old friendships with our regular supporters. The MSA office will have an exhibit of the AIA Contract forms and documents published by, and distributed through the MSA. Another service of the MSA.

Convention dates are October 8, 9, 10, 1975. Mark your calendar now

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and watch the mail for reservation forms. Call MSA Headquarters if you have any questions. (313) 965-4100.

Letters

Michigan Society of Architects
28 West Adams
Detroit, Michigan 48222

Gentlemen:

On Friday evening June 6, 1975, Mrs. McMahon and myself together with Mr. & Mrs. Jim Tomblinson, Professor & Mrs. Edward Young and State Board Administrative Secretary Jack Sharpe & Mrs. Jack Sharpe attended the Certificate presentation gathering of the new

Architects Registrants and their friends at the City of Birmingham's Arts Building.

We would like your membership to know how impressed we were with the enthusiasm and spirit exhibited by these newly registered people and we thank you for asking us to attend.

I am certain that the Profession of Architecture is in good hands when persons such as these provide their knowledge to fellow citizens.

Sincerely yours,

John J. MaMahon
R.L.S., P.C.P.
F.A.C.S.M.



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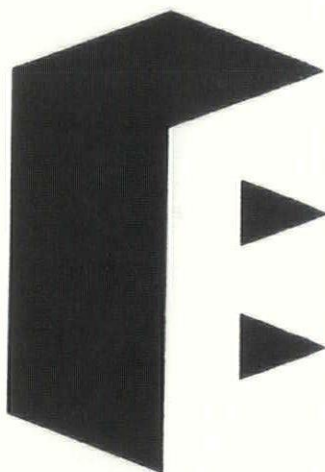
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MSA Mid-Summer Conference held on Mackinac Island.

October 8 - 10

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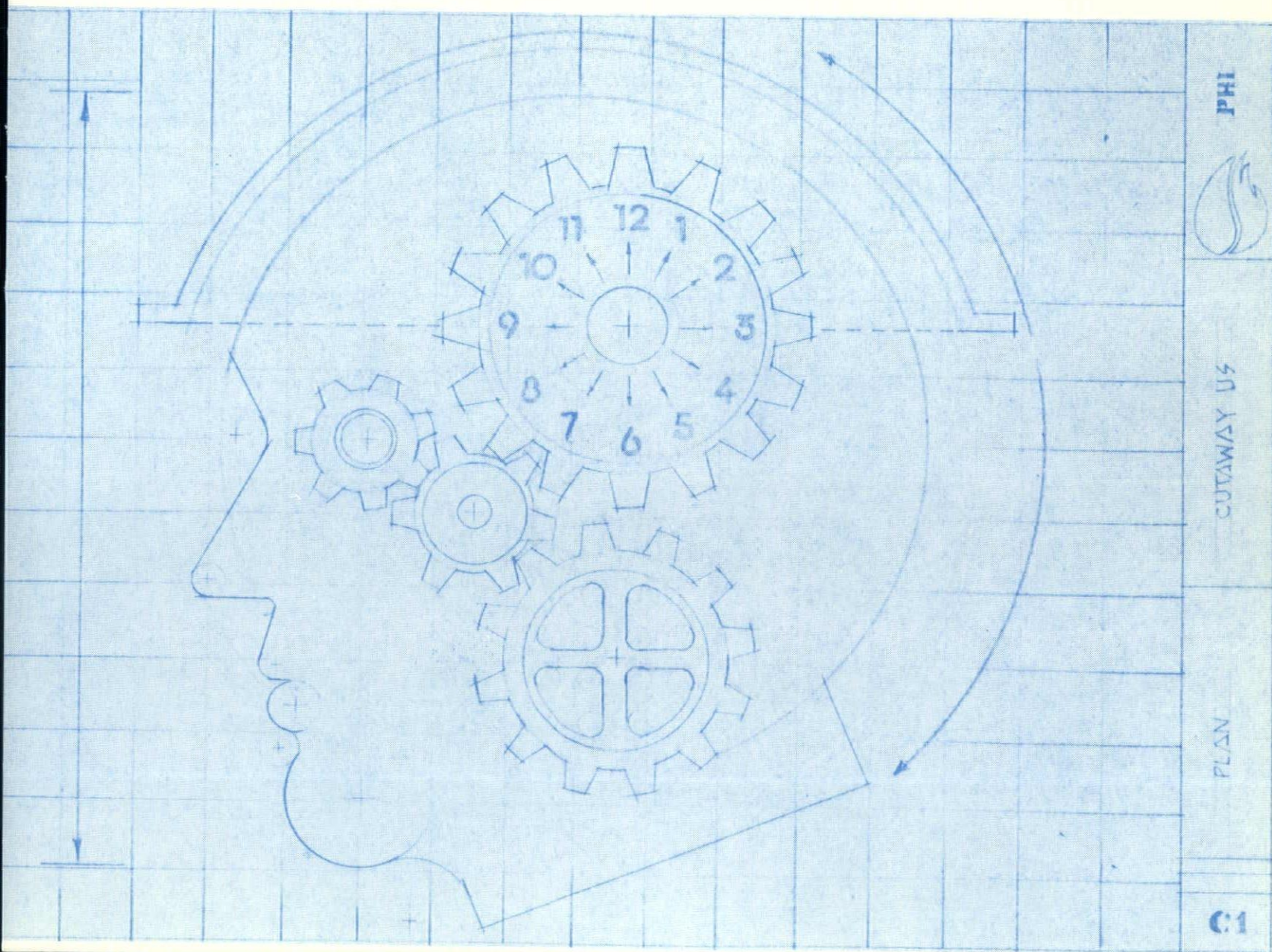
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